

**MET2.PAU.25**

**PATENT APPLICATION**

**UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH**

In Re the Application of: I. BENTOLILA et al.	)	
Serial No.: 10/043,714	)	Examiner: Nguyen BA, Hoang Vu A.
Filed: January 9, 2002	)	Group Art Unit: 2623
	)	Confirmation No.: 6438
For: SYSTEM, METHOD, AND SOFTWARE	)	
APPLICATION FOR TARGETED	)	<b>Response to Office Action</b>
ADVERTISING VIA BEHAVIORAL MODEL	)	<b>dated September 20, 2007</b>
CLUSTERING, AND PREFERENCE	)	
PROGRAMMING BASED ON BEHAVIORAL	)	
<u>MODEL CLUSTER</u>	)	

**RESPONSE TO OFFICE ACTION DATED SEPTEMBER 20, 2007**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby responds to the Office Action of September 20, 2007, in the above-referenced patent application. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. Please charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

**Listing of the Claims** are provided, without any amendments, beginning on page 2 of this paper.

**Remarks** begin on page 9 of this paper.

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COPY

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